

Pedestrian Wayfinding Signage **for the South Loop District**

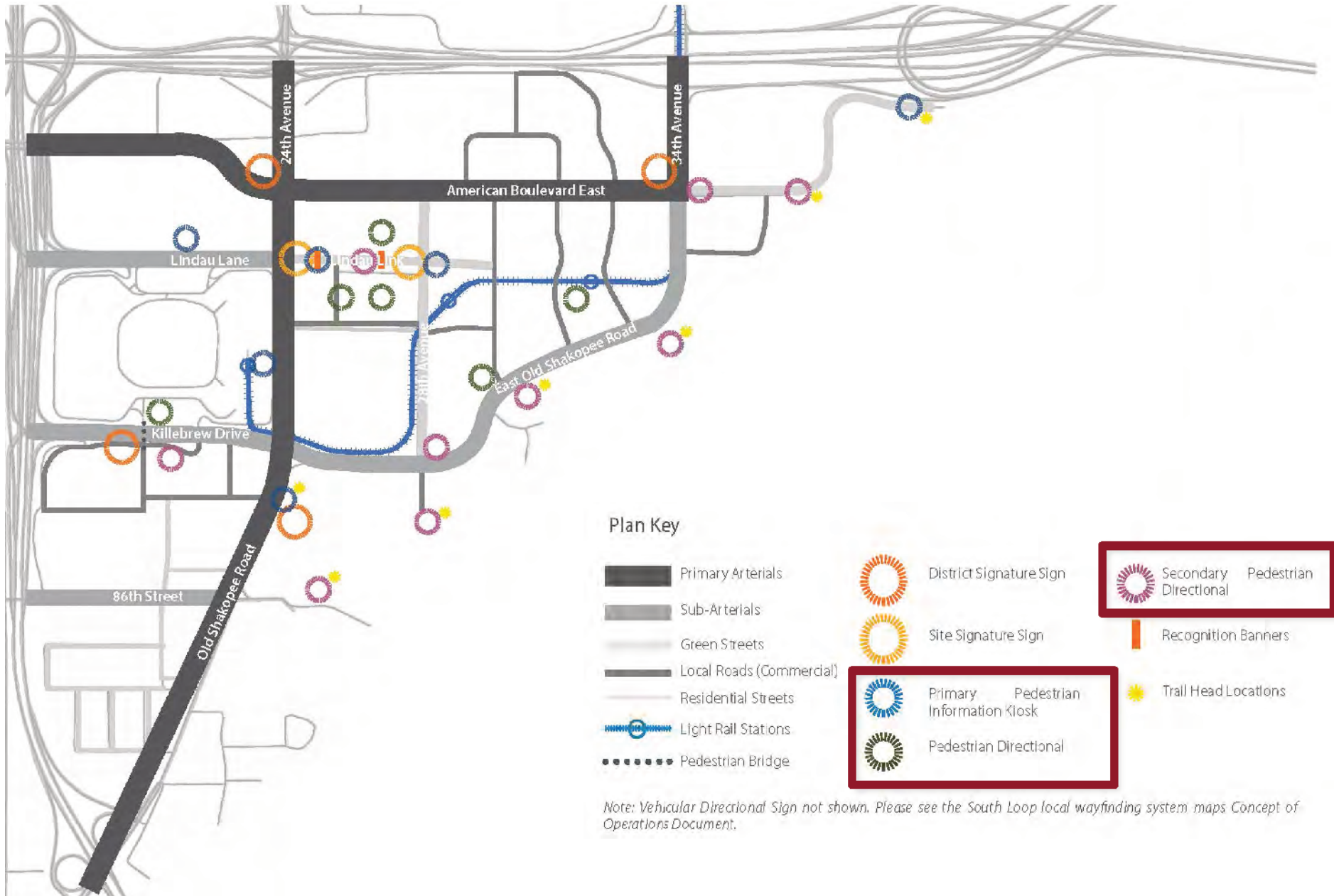
City Council Study Session

March 14, 2016

OVERVIEW

1. Project background
2. Types of signage
3. Branding
4. Feedback
5. Presentation of concepts by Signia

2013 South Loop Streetscape Master Plan



BUILDING ON PAST WORK...



...and encourage walking trips

PROJECT GOALS

1. Identify amenities/locations

2. Map sign locations

3. Design guidelines:

- Sign concepts
- Implementation
 - May occur over multiple years



Three concepts

THREE SIGN TYPES

1. Kiosks

- Informational signs
- Maps
- Text



2. Primary directional sign

- Arrows with destinations
- Larger



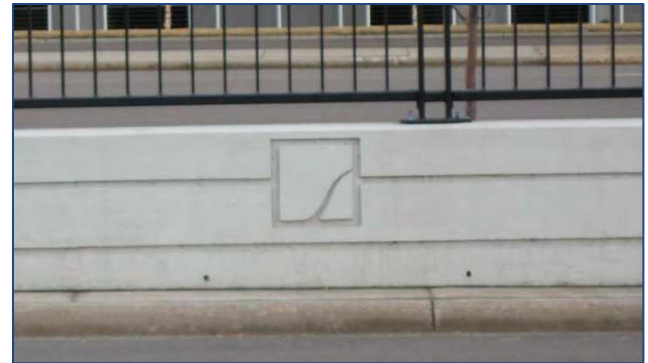
3. Secondary directional sign

- Arrows with destinations
- Smaller



BRANDING

- Build on existing branding
- Next meeting discussion
 - Logo application
 - Colors
 - Materials



FEEDBACK

- **Which concept do you like best?**
 - Only one can advance
- **Appropriate locations/sizes?**

Signia Presentation

NEXT STEPS

- **Refine advanced concept**
- **Set sign content**
 - Destinations
 - Map design
- **Present second draft in late Spring**

FEEDBACK

- Which concept do you like best?
 - Only one can advance
- Appropriate locations/sizes?



Concept 1

PC: 4

Concept 2

PC: 1

Concept 3

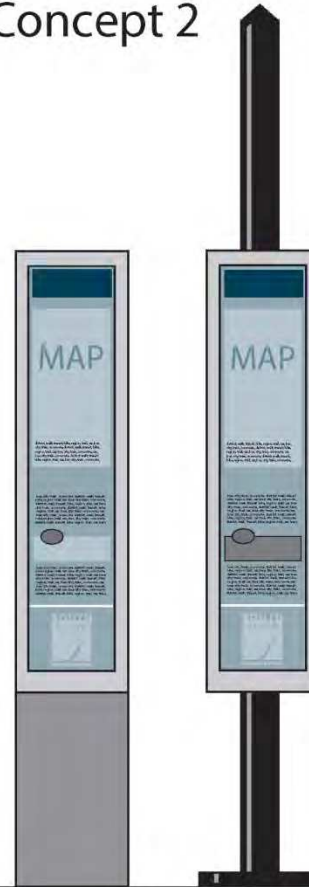
PC: 1

Sign Types - Concept Comparison - Constrained Kiosks

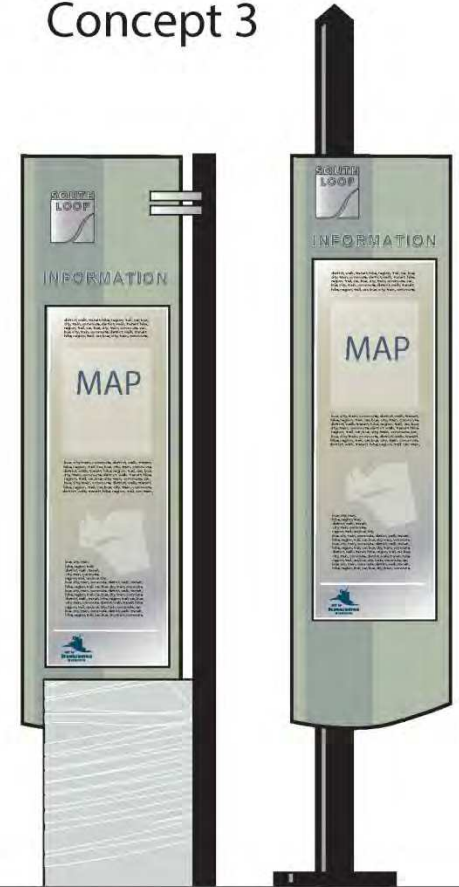
Concept 1



Concept 2

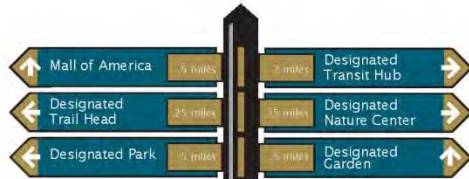


Concept 3

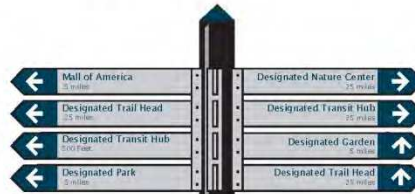


Sign Types - Concept Comparison - Primary Directional (Blades)

Concept 1



Concept 2



Concept 3



Sign Types - Concept Comparison - Primary Directional (Free-Standing) - Secondary Directional

Concept 1



Concept 2



Concept 3

